



SCOTTISH FOOD & DRINK SEPTEMBER

1-30 September 2025

**Scottish
Food
& Drink
September**

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In 2024, Scottish Food & Drink Fortnight evolved into Scottish Food & Drink September - a month-long celebration honouring the people, products, and produce that make this sector so special. This year marks the 16th edition of the event and following the positive response and success of last year's extended format, the month-long celebration will return from 1–30 September 2025.

The core aim of the campaign is to showcase the variety and quality of Scottish produce, drive increased sourcing and sales across retail and foodservice channels, and champion the producers and manufacturers at the heart of the industry.



2025 THEME

This year's campaign theme is **innovation** - a chance for Scottish food and drink businesses to showcase the forward-thinking approaches they've embraced across all aspects of their work. It's an opportunity to shine a spotlight on Scotland's dynamic and innovative food and drink industry, aligning with one of Scotland Food & Drink's core values.

The theme also allows us to highlight collaborative efforts within The Scotland Food & Drink Partnership, as well as partnerships between members themselves. We aim to celebrate innovation at every level of the sector and throughout the entire supply chain.



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GET INVOLVED

INVOLVEMENT AND COLLABORATION

We'd love for you to get involved in whatever way works best for you. Here are just a few ideas to inspire and guide your involvement:

- Do you use innovative business practices or operational models that set you apart?
- Have you reformulated a product to improve its health, sustainability, or functionality profile?
- Have you adapted your offering in response to emerging consumer trends such as plant-based, low/no alcohol, or provenance?
- Have you introduced new technologies - such as automation, AI, traceability systems, or digital platforms - into your processes?
- Have you collaborated with other businesses on innovative projects or pilots?
- Are you working on reducing environmental impact e.g. more sustainable packaging?
- Have you invested in skills development or workforce innovation to future-proof your business?
- Are you exploring new routes to market - such as direct-to-consumer, subscription models, or exports through digital platforms?
- Have you created or adapted products for new demographics, such as ageing populations, younger consumers, or people with dietary needs?

We're keen to showcase fresh, innovative thinking from the food and drink industry this Scottish Food & Drink September. Get in touch today!



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LOGO AND ASSETS

If you would like share your involvement in Scottish Food & Drink September 2025 on your channels, you can find logos, a bank of social media assets, suggested marketing copy and email footers [here](#).

LOGO USAGE GUIDANCE

Do

On light backgrounds, the logo should appear in its full colour primary style.

For dark backgrounds use the reverse logo which is white.

Don't

The logo shouldn't be stretched or squeezed to fit. The logo should not be tilted.

Don't

The logo shouldn't be placed on top of a busy image or any colour background that compromises the logo legibility.



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GET IN TOUCH

If you have any collaborative opportunities around the theme of innovation, please get in touch with the Brands and Communications Team at Scotland Food & Drink:

Rachel Garvey, Brands and Digital Marketing Manager

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Celebrate with us. Connect with us. Grow with us.

Website: <https://foodanddrink.scot/>

LinkedIn: <https://www.linkedin.com/company/scotfooddrink>

Instagram: <https://www.instagram.com/scotfooddrink/>



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